

Message

From: Samuel, Donette [Samuel.Donette@epa.gov]
Sent: 7/15/2020 3:37:48 PM
To: Byck, Sabina [Byck.Sabina@epa.gov]
CC: R2 Social Media Team [R2_Social_Media_Team@epa.gov]
Subject: SM content for 07/20 - 07/24

Good morning team,

Below are the SM topics for next week. The highlighted texts are placeholders to be updated when the correct information is available, presumably by Friday. I look forward to your comments and feedback.

Best,
Donette

Monday - July 20, 2020: Reduce Waste and Landfills / EPA's CREAT tool / Brownfield Virtual Conference
Tuesday - July 21, 2020: Curbside Recycling / Reduce Food Waste /
Wednesday - July 22, 2020: EPA's UV Index Mobile App / Riverside Superfund Site PRAP Release
Thursday - July 23, 2020: Unimatic Virtual Public Meeting / Superfund Overview
Friday - July 24, 2020: State of the Great Lakes Report / Harmful Algal Bloom (HAB) mapping tool / Barnegat Bay webinar

TOPIC	POST DATE	MESSAGE
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Cleaning up
Our
Nation's
Land
Reduce
Waste and
Landfills

Monday -
July 20,
2020

Twitter: As EPA celebrates our progress with cleaning the nation's land, Region 2 wants to remind everyone in NY, NJ, PR, and USVI to reduce waste, recycle when possible, and rethink material use. Our small individual acts create cleaner land and better health. Learn more at: www.epa.gov/sites/production/files/2019-11/documents/msw_infographic_with_2017_data_nov_2019.pdf

Facebook: As EPA celebrates our progress with cleaning up the nation's land, Region 2 wants to remind everyone in NY, NJ, PR, and USVI to reduce waste, recycle when possible, and rethink material use. Our small individual acts create cleaner land and better health. Check out more ways to reduce waste and play your part in cleaning up our nation's land by visiting: https://www.epa.gov/sites/production/files/2019-11/documents/msw_infographic_with_2017_data_nov_2019.pdf

<p>NY/NJ Harbor and Estuary Program: CREAT tool</p>	<p>Monday - July 20, 2020</p>	<p>Twitter: #DYK EPA has a Climate Resilience Evaluation and Awareness Tool (CREAT) to help communities understand long-term weather conditions and adapt to extreme weather events. Our partners at NY/NJ Harbor Estuary Program (@harborestuary) are using the tool to help communities in #NJ. Learn more at: www.epa.gov/crwu/creat-risk-assessment-application-water-utilities</p> <p>Facebook: EPA has a Climate Resilience Evaluation and Awareness Tool (CREAT) for communities to understand current and long-term weather conditions and adapt to extreme weather events. Partners at NY/NJ Harbor Estuary Program (@harbor estuary) are using the tool to help communities in NJ reduce climate-related threats to CSO outfalls. Learn more about the tool here: www.epa.gov/crwu/creat-risk-assessment-application-water-utilities</p>
<p>Brownfield webinar</p>	<p>Monday - July 20, 2020</p>	<p>Twitter: On July 21-22, the Brownfield Coalition of the Northeast will host the 2020 North American Sustainable Communities Workshop. The 2-day virtual conference will identify sustainable strategies for revitalizing communities and brownfields. Register at www.brownfieldcoalitionne.org/event-3667273</p> <p>Facebook: On July 21 and 22, the Brownfield Coalition of the Northeast will host the 2020 Sustainable Communities Workshop. The 2-day virtual conference will identify sustainable strategies for revitalizing communities and brownfields. Learn more and register at: www.brownfieldcoalitionne.org/event-3667273</p>

Cleaning up
Our
Nation's
Land
Woodbury
NJ
Recycling

Tuesday -
July 21,
2020

Twitter: #DYK Woodbury, NJ was the first US-city to offer curbside recycling? Trendsetting like this has contributed to our progress with tripling recycling rates across the nationwide. facts and figures here: www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/overview-facts-and-figures-materials#R&Ctrends

RETWEET: #TransformationTuesday: In 1980, Woodbury, NJ became the first city to offer curbside recycling. Today, recycling programs can be found across the country and the recycling rate is more than 35 percent! #EPAat50 #ReduceReuseRecycle
<https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling>

<https://twitter.com/EPAland/status/1280590482385571845?s=20>

Facebook: Did you know Woodbury, NJ, was the first city in the United States to offer curbside recycling? In 1980, Woodbury became the first city to provide curbside recycling. Today, recycling programs can be found across the country and have contributed to our progress with significantly increasing recycling rates from 10 percent to over 35 percent nationwide. Find more facts and figures here: www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/national-overview-facts-and-figures-materials#R&Ctrends

Cleaning up
Our
Nation's
Land:
Reduce
Food Waste

Tuesday -
July 21,
2020

Twitter: Did you know that in 2017 we disposed 38.1 million tons of food waste and ~94% ended up in landfills or combustion facilities? That's not okay! Learn ways to reduce food waste, protect public health, and save money here: [https://www.epa.gov/recycle/reducing-wasted-](https://www.epa.gov/recycle/reducing-wasted-food)

EPALand RETWEET: #EPAat50 Since EPA was founded in 1970, the national recycling rate has more than tripled. But that still means most waste is ending up in landfills -- especially food waste. For tips on how to reduce food waste at home, go to [epa.gov/recycle/reducing-](https://www.epa.gov/recycle/reducing-wasted-food)

<https://twitter.com/EPALand/status/1281656568426176513?s=20>

Facebook: Did you know that in 2017 we disposed 38.1 million tons of food waste and ~94% ended up in landfills or combustion facilities? That's not okay! By reducing food waste, we can save money, reduce methane emission, conserve energy, and support communities with food insecurity. Learn ways to reduce food waste here: [https://www.epa.gov/recycle/reducing-wasted-food-](https://www.epa.gov/recycle/reducing-wasted-food)

UV Safety Month EPA's UV Index Mobile App	Wednesday - July 22, 2020	<p>Twitter: NY, NJ, PR, and USVI - as summer turns up the heat, don't fall victim to sunburn summertime fine. Download the free UV Index mobile app created by EPA to know when you will be hottest and UV rays the highest: www.epa.gov/enviro/uv-index-mobile-app #ThankUsLater #SummerTimeFine #UVSafetyMonth</p> <p>HQ RETWEET: The Dept. of Health and Human Services has named July as UV Safety Month. The sun's UV rays can damage your skin in as little as 15 minutes. Check out the UV Index mobile app to help protect yourself and your family from the harmful effects of UV rays. https://t.co/Gr3C52Lp7B?amp=1</p> <p>https://twitter.com/EPA/status/1281679588687478785?s=20</p> <p>Facebook: NY, NJ, PR, and USVI - as summer turns up the heat, don't fall victim to sunburn summertime fine by using the free UV Index mobile app created by EPA to know when you will be hottest and UV rays the highest. The Ultraviolet (UV) Index predicts the ultraviolet radiation levels on a 1-11+ scale and provides a daily forecast of the expected intensity of UV radiation from the sun. Download here: www.epa.gov/enviro/uv-index-mobile-app #ThankUsLater #SummerTimeFine #UVSafetyMonth</p>
Cleaning up Our Nation's Land Riverside Superfund Site Proposed Remedial Action Plan (PRAP) Press Release	Wednesday - July 22, 2020	<p>Twitter: Public comments are now being accepted on our proposed cleanup plan to address groundwater and sediment contamination at the Riverside #Superfund Site in Newark, New Jersey. Join us at our virtual public meeting on August 6th at 6:00pm! More info here: [link to press release]</p> <p>Facebook: Public comments are now being accepted on our proposed cleanup plan to address the oil spill into the Passaic River near the Riverside Industrial Park #Superfund Site in Newark, New Jersey. The proposed plan includes the implementation of institutional controls and long-term monitoring to eliminate the immediate threats of the oil spill. We are proposing the best corrective action to protect human health and the environment at the site, and want to create space for community members to ask questions or voice concerns about the proposal. A virtual public meeting on our proposed plan will be held on August 6th, 2020 from 6:00pm – 8:00pm EST. To register for the virtual public meeting, please contact Shereen Kandil at (212) 637-4222 or kandil.shereen@epa.gov. View EPA's proposed plan for the Riverside Superfund site here: www.epa.gov/superfund/riverside-industrial</p>

<p>Cleaning up Our Nation's Land Unimatic Virtual Public Meeting tonight from 6:00pm- 8:00pm</p>	<p>Thursday - July 23, 2020</p>	<p>Twitter: The virtual public meeting to discuss the Proposed Plan for the Unimatic #Superfund will happen tonight from 6-8pm. To learn more about the site and join the virtual public meeting, visit the site's home page here: www.epa.gov/superfund/unimatic</p> <p>Facebook: The virtual public meeting to discuss the Proposed Plan for the Unimatic #Superfund will happen tonight from 6-8pm. The proposed plan includes the implementation of institutional controls and long-term monitoring to prevent and reduce human exposure to contaminated groundwater, periodic collection and analysis of groundwater samples to verify that the level and extent of contaminants are declining, and the excavation and removal of contaminated sediment from drainage areas located downstream of the site. With these combined actions, we are proposing the best course of action to protect residents from the polychlorinated biphenyl (PCB) contamination at this site over the long-term. To learn more about the proposed plan and participate in the virtual public meeting, visit the site's homepage here: www.epa.gov/superfund/unimatic</p>
<p>Cleaning up Our Nation's Land Superfund Overview</p>	<p>Thursday - July 23, 2020</p>	<p>Twitter THREAD:</p> <ol style="list-style-type: none"> 1. In celebration of #EPAat50 and our progress with cleaning up the nation's land, we're highlighting the Superfund program, formally known as CERCLA. The Superfund program is responsible for cleaning up the nation's most contaminated land and responding to environmental emergencies. 2. Superfund's goals are to: 1. protect human health and the environment by cleaning up contaminated sites; 2. make responsible parties pay for cleanup work; 3. involve communities in the Superfund process; and 4. return Superfund sites to productive use. 3. In Region 2, there are X superfund sites on the National Priorities List (NPL), Y partially deleted from the NPL, and Z fully deleted from the NPL. Learn more about the list of Superfund sites in the region here: https://www.epa.gov/superfund-redevelopment-initiative/region-2-superfund-sites-reuse <p>Facebook: In celebration of #EPAat50 and our progress with cleaning up the nation's land, we're highlighting the Superfund program, formally known as CERCLA. The Superfund program is responsible for cleaning up the nation's most contaminated land and responding to environmental emergencies. Superfund's goals are to: 1. protect human health and the environment by cleaning up contaminated sites; 2. make responsible parties pay for cleanup work; 3. involve communities in the Superfund process; and 4. return Superfund sites to productive use. In Region 2, there are X superfund sites on the National Priorities List (NPL), Y partially deleted from the NPL, and Z fully deleted from the NPL. Learn more about the list of Superfund sites in Region 2 here: https://www.epa.gov/superfund-redevelopment-initiative/region-2-superfund-sites-reuse</p>

Lake
Appreciation
Month: State
of the Great
Lakes
Report

Friday -
July 24,
2020

Twitter: July is #LakeAppreciationMonth, and all day we are highlighting lakes and related resources in Region 2. The Great Lakes is so great, it inspired the Great Lakes Water Quality Agreement, a commitment between the Governments of Canada and the United States to protect the water's quality and aquatic ecosystem.

THREAD:

The "State of the Great Lakes Report" highlights the effectiveness of environmental policies and policies to protect the lakes. While the trends are "fair" and "unchanging," there is still work to do to protect the fresh surface water supply. Learn more at <https://binational.net/wp-content/uploads/2020/05/May-4.2020-2019-SOGL-FINAL.pdf>

Facebook: July is #LakeAppreciationMonth, and all-day, we are highlighting lakes across the Great Lakes. The Great Lakes contains one-fifth of the world's fresh surface water supply and is the primary source of drinking water for tens of millions of Canadians and Americans. The lakes are so great, they inspired the Great Lakes Water Quality Agreement, a commitment between Canada and the United States to protect the water's quality and aquatic ecosystem. The latest "State of the Great Lakes Report" shows that trends are "fair" and "unchanging," but there is still work to do to protect the fresh surface water supply. Learn more about how the Canadian and American Governments are cooperatively working to protect the Great Lakes here:

<https://binational.net/wp-content/uploads/2020/05/May-4.2020-2019-SOGL-FINAL.pdf>

<p>Lake Appreciation Month: Harmful Algal Bloom (HAB) mapping tool</p>	<p>Friday - July 24, 2020</p>	<p>Twitter: In the fight against harmful algae blooms, we're highlighting the new Harmful Algal Bloom (HAB) interactive mapping tool, which helps lake communities stay informed about blooms occurring across NJ and protect public health: https://nidep.maps.arcgis.com/apps/opsdashboard/index.html#/49190166531d4e5a811c9a9</p> <p>NJDEP RETWEET: One of DEP's top priorities is to revitalize New Jersey's communities and protect public health. The new Harmful Algal Bloom (HAB) interactive mapping tool helps lake communities better protect public health & keep the public informed about blooms occurring across NJ (1/2)</p> <p>https://twitter.com/NewJerseyDEP/status/1275837988581322759</p> <p>Facebook: In the fight against harmful algae blooms and in observance of Lake Appreciation Month, we're highlighting the new Harmful Algal Bloom (HAB) interactive mapping tool. The tool helps lake communities stay informed about blooms occurring across New Jersey and revitalize communities to protect public health. Check out the tool here: https://nidep.maps.arcgis.com/apps/opsdashboard/index.html#/49190166531d4e5a811c9a9</p>
<p>Lake Appreciation Month: Barnegat Bay [NJ] webinar series</p>	<p>Friday - July 24, 2020</p>	<p>Twitter: The "Ask a Barnegat Bay Scientist" webinar series is open, free, and virtual. Learn about the bay's state during the next meeting, Tuesday, July 28, at 7pm EST with Dr. Christine Thompson on the "Tuckerton Oyster Reef." Register at: www.barnegatbaypartnership.org/ask-a-barnegat-bay-scientist-summer-webinars/</p> <p>Facebook: Curious about what scientists are studying and finding in the Barnegat Bay? Join us every other Tuesday at 7pm for a new webinar series, "Ask a Barnegat Bay Scientist." The webinars are free, virtual, and interactive. The next meeting is Tuesday, July 28 at 7pm EST with Dr. Christine Thompson of Stockton University about the "Tuckerton Oyster Reef." Learn more and register at: www.barnegatbaypartnership.org/ask-a-barnegat-bay-scientist-summer-webinars/</p>

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U.S Environmental Protection Agency
Region 2: NY, NJ, PR, USVI and 8 Tribal Nations

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